National Student Media Convention

[S] Social Event

OCTOBER 18 • WEDNESDAY

4:00pm – 6:00pm	S	**Registration Desk Open** *Speakers: CBI Board* Pick up your badges and goodies, and get help from the convention team.	Salons 9/10 (9700 International Drive, Orlando, Florida 32819)
6:00pm – 7:00pm	S	**Student Welcome Reception** *Speakers: Clara Ketchell* All students are invited to the pre-convention student social mixer. Get to know your fellow student media members from around the country. Come to play games, eat snacks and kick off the convention. Learn about other media outlets and share your own experiences with your peers. Snacks and non-alcoholic beverages will be provided.	Hospitality Suite 254

[A] Advisers [C] Career Prep [D] DEI [E] Exhibitors [F] Funding [G] Legal [N] News [P] Podcasts [O] Production

[I] Programming [R] Radio [2] Recruitment and Retention [S] Social Event [4] Sports [T] Tech [5] Tour [V] TV

[U] University

OCTOBER 19 • THURSDAY

8:30am – 5:00pm	E	**Exhibition Hall, Registration and Live Cybercast**	Salons 9/10 (9700 International Drive, Orlando, Florida 32819)

Speakers: CBI Board

Meet with vendors and sponsors to see the latest and greatest in gear, services and more for college broadcasters. Also, pick up your badges and goodies and ask any questions to make the most of your CBI convention experience.

Sign up here to join the live convention cybercast and broadcast from the Exhibitors room! Cybercast slots will be one hour each, from 9 a.m. to 5 p.m. on Thursday and 10 a.m. to 5 p.m. on Friday.

9:00am – 9:50am	C	**Conventioning 101**	Salon 8 (9700 International Drive, Orlando, Florida 32819)

Speakers: John Morris, John Owens, Addison Howard, Emily McCormack

Conferences and conventions are a huge part of many careers in broadcasting, and this might be your very first one. Learn how to make the most of it. From planning your schedule, to networking opportunities, to how to get to know the exhibitors, this session will cover everything you need to know to make the most of this convention and future conventions.

9:00am – 9:50am	2	**Increase Student Involvement in Campus Radio**	Salon 12 (9700 International Drive, Orlando, Florida 32819)

Speakers: Ted Garner

Research has shown that involvement in campus radio delivers measurable value for students. On demand radio has demonstrated its ability to increase youth participation. This presentation seeks to describe how to integrate a robust slate of on demand programming with conventional to bring students back to radio.

9:00am – 9:50am	4	**Sports Roundtable**	Salon 3 (9700 International Drive, Orlando, Florida 32819)

Speakers: Mike Rose

Discuss your sports coverage challenges with other student sports broadcasters.

9:00am – 9:50am	T	**Modernize Your Studio without Breaking the Bank**	Salon 4 (9700 International Drive, Orlando, Florida 32819)

Speakers: Rick Dunkle

Hollywood writer-producer alum (*Criminal Minds/Deputy)* and University of Indianapolis GM of WICR 88.7 and UINDY TV Rick Dunkle presents this panel discussion on tips and tricks to updating the equipment in your studio without capital expenditures or breaking the bank. The panel will show examples of what they've done to bring their news, sports, and talk programming to the next level, even when you don't have a big budget to support your ambitions.

9:00am – 9:50am	U	**Don't Sell My License! Staying Relevant at Your University**	Salon 11 (9700 International Drive, Orlando, Florida 32819)

Speakers: Jasen Sokol, Chris Keppler

Shrinking budgets, and a perception held by some that radio is "dead" anyway, makes it more important than ever to prove your relevancy on campus. Learn how to keep your station safe.

10:00am – 10:50am	A	**Advisers-only Roundtable**	Salon 3 (9700 International Drive, Orlando, Florida 32819)

Speakers: Cam Stone

From handling technical problems to managing student staffs to dealing with administrators who don't really understand what you do, radio advisers have a unique set of challenges. Who better to discuss them with than other radio advisers? In this unstructured session, you can exchange ideas and seek solutions from your fellow advisers.

10:00am – 10:50am | I | **Connecting With The Audience** | Salon 11 (9700 International Drive, Orlando, Florida 32819)

Speakers: Greg Weston

There's so much competition for the audience's attention these days. It's difficult to get any messages through the clutter. It's especially hard for college radio stations that might have dozens of DJs and play almost that many genres. This presentation will show you how to connect with your audience by applying basic marketing principles to your imaging.

10:00am – 10:50am | R | **Writing for the Ear** | Salon 12 (9700 International Drive, Orlando, Florida 32819)

Speakers: Chris Berry

Learn the basic tenets of good broadcast newswriting, and test your new skills with an in-session writing workshop exercise.

10:00am – 10:50am | V | **Creating Engaging Micro-Documentary Films** | Salon 4 (9700 International Drive, Orlando, Florida 32819)

Speakers: Donald Hancock

Micro-documentary filmmaking involves telling interesting stories in a concise manner. Through this presentation, audience members will learn the skills and strategies required to create engaging micro-documentaries with an emphasis on interdisciplinary collaboration.

10:00am – 11:50am | G | **Student Media in the Cyber Jungle – Looking for Legal Landmines**

Speakers: David Oxenford, Dineen Wasylik, Karyn Ablin | Salon 8 (9700 International Drive, Orlando, Florida 32819)

As college media becomes more and more digital, there are many legal issues that are unique to the online world. This session will look at some of these problem areas including some of the common copyright, trademark and Federal Trade Commission issues that can arise for the digital user who is not staying safe online, via streaming, podcasts and more. We'll also discuss some of the common-sense things that can be done to stay out of trouble and the latest about Global Music Rights.

11:00am – 11:50am | C | **Resume and Reel Reviews** | Salon 2 (9700 International Drive, Orlando, Florida 32819)

Speakers: Lisa Marshall

Sign up for a one-on-one consultation. Bring your resume and demo reel for feedback and prepare for landing your next job or internship.

11:00am – 11:50am | C | **Sponsored Session: The Future of Radio Engineering** | Salon 4 (9700 International Drive, Orlando, Florida 32819)

Speakers: Jon Cyphers, Rebecca Spiering

What does it take to become a radio engineer? What skills are needed, and what experience is preferred? Please join Jon Cyphers from NPR Distribution to find out about the urgent demand for engineers, and Rebecca Spiering with details about a Radio Engineering Certificate Program that is available through NPR Distribution.

11:00am – 11:50am | I | **Music Director Flow Roundtable** | Salon 3 (9700 International Drive, Orlando, Florida 32819)

Speakers: Amany Khreis, Jamie Lynn Gilbert, Kelsey Brannan

CDs and vinyl and WAV files, oh my! Bring your questions and answers to this roundtable discussion on how to handle station music submissions, including how to organize your programming staff and what to do with physical media.

11:00am – 11:50am V **Exploring the Importance of Ethics and Equity in Media** Salon 11 (9700 International Drive, Orlando, Florida 32819)
Speakers: Brittney Nix-Crawford MS, Michelle McHugh
When it comes to content creation, whether for news, educational television, entertainment media, or film, remaining ethical and inclusive are of utmost importance. But how do we ensure ethics and equity remain in focus throughout our work as television and media professionals? This panel will discuss things you can begin doing today to ensure you are giving your audience a more ethical, authentic view of your story and subjects.

11:00am – 11:50am U **Radio by the Numbers** Salon 12 (9700 International Drive, Orlando, Florida 32819)
Speakers: Jasen Sokol, Chris Keppler
All stations have data, so let's start learning how to extract it and use it with purpose. This session will offer examples of how quantitative and qualitative data can tell the story of your station to the people who need to hear it the most.

1:00pm – 1:30pm S **Coffee and Treat Break** Salons 9/10 (9700 International Drive, Orlando, Florida 32819)
Grab some coffee or tea and a sweet treat after lunch before you hop back into the afternoon sessions.

1:30pm – 2:20pm C **Resume and Reel Reviews** Salon 2 (9700 International Drive, Orlando, Florida 32819)
Speakers: Lisa Marshall
Sign up for a one-on-one consultation. Bring your resume and demo reel for feedback and prepare for landing your next job or internship.

1:30pm – 2:20pm N **Exploring the Final Frontier: Media Coverage in the Commercial Space Age**
Speakers: Peter King, Madison Tuttle Salon 12 (9700 International Drive, Orlando, Florida 32819)
Get ready to launch into the world of media coverage of NASA's missions and reporting in the commercial space age, where the sky is not the limit! Find out the journalistic challenges and stellar opportunities that have emerged in covering NASA activities, and its partnerships with private ventures.

1:30pm – 2:20pm 4 **Get Me Info … Stat! Sports Roundtable** Salon 8 (9700 International Drive, Orlando, Florida 32819)
Speakers: John Gabrielson
How do you prep stats for sports broadcasts? Bring your ideas (and your questions) to share with other stations, see what works and talk through ideas to improve.

PDF handouts: Baseball, Basketball 1 Markers, Basketball 2 Markers

1:30pm – 2:20pm T **Radio and AI—Friend or Foe** Salon 11 (9700 International Drive, Orlando, Florida 32819)
Speakers: Fulani Clarke, Tommy BoDean
Learn about the University of Florida's partnership with Futuri Media and their use of RadioGPT artificial intelligence technology in media production.

1:30pm – 2:20pm V **Writing the Crime Drama** Salon 4 (9700 International Drive, Orlando, Florida 32819)
Speakers: Rick Dunkle
Hollywood writer-producer alum (*Criminal Minds/Deputy*) and University of Indianapolis GM of WICR 88.7 and UINDY TV Rick Dunkle explores the fundamentals of writing fictional crime stories for television or film. Filled with anecdotes of his 20-year Hollywood career, Rick will walk you through the basics of crime plotting, how to ensure character drives the story, and the fundamental ingredients to any suspenseful storytelling venture.

1:30pm – 3:20pm G **Ask the Broadcast Lawyers** Salon 3 (9700 International Drive, Orlando, Florida 32819)
Speakers: Seth Williams, Dineen Wasylik, Karyn Ablin, David Oxenford
Attorneys practicing broadcast and copyright law will be available to answer your questions concerning FCC rules, regulations and practices, as well as intellectual property and copyright laws that affect broadcasting. This is strictly a question-and-answer session, so come prepared with your questions.

2:30pm – 3:20pm | F | **How To: Fundraise** | Salon 12 (9700 International Drive, Orlando, Florida 32819)

Speakers: Jack Bugee, Abbey Todd, Bobbi Washechek

University budgets aren't getting bigger, and it can be tougher to fight for your slice of money on your campus community. Learn from KJHK on how they started involving their community and have raised more than $10,000 with just four days of on-air fundraising a year. Learn creative fundraising solutions that really work.

2:30pm – 3:20pm | N | **A Day in the Life of a News Producer** | Salon 4 (9700 International Drive, Orlando, Florida 32819)

Speakers: Jess Seldner, Jon Levy

Broadcast veterans will explain the job of a local news producers and provide helpful tips for any student wanting to enter the industry in this very important role.

2:30pm – 3:20pm | I | **Program Directors Roundtable** | Salon 8 (9700 International Drive, Orlando, Florida 32819)

Speakers: Kelsey Brannan, Joey Nardone

This roundtable is for current, past or aspiring program directors. Participants in this roundtable will discuss the programming practices, training and problem-solving techniques used at their stations.

2:30pm – 4:20pm | O | **Audio/Video/Multimedia Show and Tell** | Salon 11 (9700 International Drive, Orlando, Florida 32819)

Speakers: Dan Schumacher, Brian Lucas, Jeremy Menard

A fun, free-wheeling session where participants share their best work — on-air, online and in the studio. Producers, show off your completed projects or works in progress. This can include airchecks and reels, news or sports packages, music videos, TV segments, podcasts and more. We ask that clips not exceed three minutes. Bring a drive or post the clips online ahead of time so we can hear or see them. Constructive feedback will be provided by the moderators and session attendees.

2:30pm – 4:30pm | 5 | **Tour of Adrenaline Films studios** | TBA

Sign up to tour a working TV/film studio in Orlando on Thursday, Oct. 19! This tour will depart at 2:30 p.m. and return by 5 p.m. The tour is limited to 14 participants, and we will let people know when it's full and if we have a waiting list. Meet in the hotel lobby at 2:25 p.m.

3:30pm – 4:20pm | C | **How to Make It, Break It, and Make It Again in Hollywood** | Salon 12 (9700 International Drive, Orlando, Florida 32819)

Speakers: Rick Dunkle

Hollywood writer-producer alum (*Criminal Minds/Deputy)* and University of Indianapolis GM of WICR 88.7 and UINDY TV Rick Dunkle teaches you exactly how he went from flipping burgers at Dairy Queen in an Indiana town of 16,000 residents to writing and producing for one of the most successful franchises in television history (*Criminal Minds*) in America's second-largest city. He'll tell you what to do to get there, what not to do to stay there, and how to pull yourself back up if you stumble along the way.

3:30pm – 4:20pm | D | **Women in College Media Roundtable** | Salon 3 (9700 International Drive, Orlando, Florida 32819)

Speakers: Erie Mitchell, Sam Klein

Discuss with other women in student media leadership positions the unique challenges and opportunities you face every day, and strategies to support each other.

3:30pm – 4:20pm | P | **Podcast Kickstart** | Salon 4 (9700 International Drive, Orlando, Florida 32819)

Speakers: Jeremy Whiting

You have a great idea for a new podcast, or maybe you're looking for the best way to share an existing broadcast talk show online. There are a lot of options — where do you start? We'll run through our process of planning, producing, hosting and distributing podcasts on all of the major platforms. You'll leave with a few handouts and specific steps to easily get your show online today.

3:30pm – 4:20pm	U	**Working with Your University Admin** *Speakers: Jasen Sokol, Kayla Fonseca, Chris Keppler* Learn how your station can become part of your university's bigger picture. From bringing back alumni for career preparation workshops, and sessions with your staff, and keeping them engaged with your station, learn how you can show your university your station is an asset, not a liability or waste of money. Plus, learn how to execute events that grab the administration's attention and students' attention — in a good way!	Salon 8 (9700 International Drive, Orlando, Florida 32819)
5:00pm – 7:00pm	S	**Swag Swap Social** *Speakers: CBI Board* Bring your media outlet's pens, key chains, stickers and T-shirts to swap at this opening night social event. Network with your peers while scoring free stuff. No swag? No problem! Come and get promo ideas and vendor suggestions so you'll be ready for next year. Age-appropriate beverages and food provided on a first-come, first-served basis.	3NINE (9700 International Drive, Orlando, Florida 32819)

[C] Career Prep [D] DEI [E] Exhibitors [F] Funding [L] Leadership [G] Legal [M] Membership Meeting [N] News

[I] Programming [1] Promotions [S] Social Event [3] Social Media [T] Tech [V] TV [U] University

OCTOBER 20 • FRIDAY

8:30am – 5:00pm E **Exhibition Hall, Registration and Live Cybercast** Salons 9/10 (9700 International Drive, Orlando, Florida 32819)

Speakers: CBI Board

Meet with vendors and sponsors to see the latest and greatest in gear, services and more for college broadcasters. Also, pick up your badges and goodies and ask any questions to make the most of your CBI convention experience.

Meet with vendors and sponsors to see the latest and greatest in gear, services and more for college broadcasters. Also, pick up your badges and goodies and ask any questions to make the most of your CBI convention experience.

Sign up here to join the live convention cybercast and broadcast from the Exhibitors room! Cybercast slots will be one hour each, from 9 a.m. to 5 p.m. on Thursday and 10 a.m. to 5 p.m. on Friday.

9:00am – 9:50am M **Membership Meeting** Salon 8 (9700 International Drive, Orlando, Florida 32819)

Speakers: CBI Board

All CBI members (students and faculty/staff) are encouraged to attend our third quarterly membership meeting of 2023. CBI board members will provide updates on the state of the organization and give you an opportunity to share what you want from CBI.

10:00am – 10:50am C **Behind-the-Scenes Jobs in Sports Broadcasting** Salon 11 (9700 International Drive, Orlando, Florida 32819)

Speakers: Dave Ousley

There are two or three on-air announcers for most sports broadcasts, but dozens or sometimes hundreds of behind-the-scenes roles. Discover the known and unknown from an industry veteran.

10:00am – 10:50am C **Resume and Reel Reviews** Salon 2 (9700 International Drive, Orlando, Florida 32819)

Speakers: Lisa Marshall

Sign up for a one-on-one consultation. Bring your resume and demo reel for feedback and prepare for landing your next job or internship.

10:00am – 10:50am D **Include Me! How to create more diverse and accessible media for those with visible and invisible disabilities** Salon 4 (9700 International Drive, Orlando, Florida 32819)

Speakers: Emily Shar

Learn how to most accurately represent invisible and visible disabilities in different forms of media (such as photos, social media, short films, etc.). and how to make even our existing media more accessible with tools like closed captions, image descriptions, alternate text and more. Plus, learn how Artificial Intelligence (AI) like ChatGPT can make this easier than ever.

10:00am – 10:50am G **Prep for an FCC Inspection, In Person and Online** Salon 12 (9700 International Drive, Orlando, Florida 32819)

Speakers: Seth Williams

This panel will answer questions about and discuss the FCC inspection process, including Online Public Inspection File requirements, from both a legal and engineering perspective. It will discuss the FCC technical and administrative rules pertinent to college broadcast stations and identify the most common violations and pitfalls to avoid. It will also cover what types of sanctions the FCC may issue for various violations and what to do if you receive a sanction. Please come prepared with questions.

10:00am – 10:50am 3 **Social Media Best Practices** Salon 8 (9700 International Drive, Orlando, Florida 32819)

Speakers: Zachary Sinutko, Clara Ketchell, Emily Davala

How do you manage your organization's multiple social media accounts while maintaining a cohesive voice and tone? Learn about reviewing and setting unique social media standards and policies to keep your brand strong while making each account effective and engaging.

10:00am – 10:50am T **Radio Automation Roundtable** Salon 3 (9700 International Drive, Orlando, Florida 32819)

Speakers: Ted Garner

Learn more about different options for radio automation systems. Bring your tricky questions and creative solutions for getting the most out of whatever system you use.

11:00am – 11:50am I **Hyperlocalism in Radio: Being Relevant to Your Listeners** Salon 4 (9700 International Drive, Orlando, Florida 32819)

Speakers: Steve Rosen

One of the foundational principles of success in radio is knowing your audience and delivering them entertainment and information that is extremely relevant to their lives. This session will focus on how you can engage and communicate with your station's audience in a way that no big brand can accomplish.

11:00am – 11:50am I **Sponsored Session: Playlist Management, Charting and Why It All Matters**

Speakers: David DeKeyser, Eva Papp Salon 12 (9700 International Drive, Orlando, Florida 32819)

Why is it important to keep playlists of all of the music you play? Do you schedule the music in advance, or let the on-air staff pick their own music? How do you make a playlist flow so that the audience loving this song, will also love the next song, and the next song, and so on? Find out why this is important — and how Spinitron's services can simplify the process.

11:00am – 11:50am I **Web-Only Station Roundtable** Salon 3 (9700 International Drive, Orlando, Florida 32819)

Speakers: Rodger Smith

Talk challenges, changes and ideas with other web-only station managers, DJs and advisers.

11:00am – 11:50am T **AI in College Media** Salon 8 (9700 International Drive, Orlando, Florida 32819)

Speakers: John Morris, Dana Schaeffer, John Gabrielson, Sean McDonald

Artificial Intelligence is the hot topic in the media world. Radio, TV and social media companies are finding uses for this new technology, but what about college media? Learn what some colleges are doing and how it might help your student media outlet.

11:00am – 11:50am U **Care and Feeding of Your Alumni** Salon 11 (9700 International Drive, Orlando, Florida 32819)

Speakers: John Devecka

Your alumni can be a reservoir of knowledge and help for your current media operation, but only if you choose to use them. This session will help with ideas from initial contact to regular communication, and dive into reunions and a Hall of Fame.

1:00pm – 1:30pm S **Coffee and Treat Break** Salons 9/10 (9700 International Drive, Orlando, Florida 32819)

Grab some coffee or tea and a sweet treat after lunch before you hop back into the afternoon sessions.

1:30pm – 2:20pm C **The Facts and Myths of Building Your Broadcast Career** Salon 4 (9700 International Drive, Orlando, Florida 32819)

Speakers: Steve Rosen

The broadcast industry needs your talent and innovative spirit to flourish in the future. But what is it really like to build and navigate your career in this highly competitive and dynamic industry? This panel of media professionals will provide insights about how you can take your passion and build it into a fulfilling career in the media industry.

1:30pm – 2:20pm F **Fundraising 101** Salon 11 (9700 International Drive, Orlando, Florida 32819)

If you want to start or improve your media outlet's fundraising through underwriting, event sponsorships and more, this session will discuss the possibilities to jump-start your revenue generation.

1:30pm – 2:20pm L **I'm In Charge. Now What?!** Salon 12 (9700 International Drive, Orlando, Florida 32819)

Speakers: Jamie Lynn Gilbert, Galen Perkins, Addison Howard

You've become a manager at your student-run media outlet. Congratulations! Now what do you do? How will you set and meet goals? Can you manage a friend without ruining your friendship? Your station's success, and yours, depends a lot on how you manage others and yourself. This session will cover basic management techniques for student media, from running an effective meeting to establishing priorities to time management. No matter your background or experience, you can be an effective station leader.

1:30pm – 2:20pm G **How to Legally Play Music and Pay Artists** Salon 8 (9700 International Drive, Orlando, Florida 32819)

Speakers: Katie Beiter, Dineen Wasylik, Karyn Ablin

If your radio and/or web station plays music, it needs to pay royalties for the copyrights involved. If you have any confusion about what you need to pay and do to be legal and make sure the creators are paid, this session is for you. We will cover the facts and the current legal situation. Bring your questions!

1:30pm – 2:20pm I **To Format or Not To Format** Salon 3 (9700 International Drive, Orlando, Florida 32819)

Speakers: Joey Nardone, Mason Rowley

Some college stations are format, others are freeform — how do you know what's right for your station? Talk through ideas and rationale with two co-moderators, each representing a different way to approach your station programming.

2:30pm – 3:20pm C **Landing Your First Job** Salon 8 (9700 International Drive, Orlando, Florida 32819)

Speakers: Stephen Crews, Lisa Marshall

You've worked hard to create your demo reel and résumé, but may not have the soft skills to secure your first job. Learn how to best communicate with potential employers for interviews, and then how to best present yourself when interviewing. Secure strategies for writing cover letters and view samples of student media portfolios. Come with questions and be ready to make professional connections.

2:30pm – 3:20pm F **Keeping Your Underwriting Legal** Salon 12 (9700 International Drive, Orlando, Florida 32819)

Speakers: Bobbi Washechek, Seth Williams

Commercial companies can be a great source of funding for non-commercial stations. Explore the fine line between those concepts and learn the dos and don'ts of program underwriting announcements. Keep your sponsors happy without the risk of fines.

2:30pm – 3:20pm L **Student GM Roundtable** Salon 3 (9700 International Drive, Orlando, Florida 32819)
Speakers: Erie Mitchell, Jack Bugee
Talk through your challenges and share ideas with other student GMs.

2:30pm – 3:20pm N **Pitching Stories Bootcamp** Salon 11 (9700 International Drive, Orlando, Florida 32819)
Speakers: Dana Schaeffer, Anabella Poland
Before there was a segment, there was an idea, and how your craft your pitch matters! Learn the tips and tricks to turn your pitches into powerful storytelling that will leave a lasting impact and open doors to new opportunities.

2:30pm – 3:20pm 1 **50 Promotion Ideas in 50 Minutes** Salon 4 (9700 International Drive, Orlando, Florida 32819)
Speakers: Dan Schumacher, Brian Lucas
How do you promote your media outlet? Looking for ideas that have worked for other schools? Bring ideas to the session and take home a few new ones!

3:30pm – 4:20pm L **Correcting Your Staff: The Power of Interpersonal Communication**
Speakers: John Owens, Mary Clark Salon 11 (9700 International Drive, Orlando, Florida 32819)
Leading a student media organization is never easy It's particularly difficult when members of your team are messing up and need to be corrected. So, how do you effectively instill discipline within your team while maintaining positive relationships? This session will highlight how positive discipline through direct, face-to-face communication, can improve organizational effectiveness and provide you with a great foundation as a future leader.

3:30pm – 4:20pm I **Locals Only: How to run a Local Music Department, and its Importance**
Speakers: Erie Mitchell Salon 12 (9700 International Drive, Orlando, Florida 32819)
Learn how grow your station's local music department, what the best channels are to find local music and get in touch with artists. Developing strong ties with local artists is vital to keep your station prominent in your community and beyond.

3:30pm – 4:20pm V **TV/Video Production Roundtable** Salon 3 (9700 International Drive, Orlando, Florida 32819)
Speakers: Galen Perkins
Producing television shows and videos can be challenging. Meet with advisers and staffs of other stations to discuss and share your thoughts on best practices and challenges in television and video production. Topics may include pre- and post-production challenges, studio and field shooting, cameras, media format and more.

3:30pm – 4:20pm U **Representation and Partnerships with Other Campus Orgs** Salon 8 (9700 International Drive, Orlando, Florida 32819)
Speakers: Clara Ketchell, Joey Nardone, Clara Ketchell
Partnering with other organizations on campus is a great way to keep your station in front of students and a strong part of a thriving campus community. Learn to improve exposure and share resources with student-run and other organizations at your university.

9:00pm – 11:00pm **Advisers Reception** President's suite 1443
Speakers: Anabella Poland
For advisers/instructors/pros only. Join the CBI President, Board of Directors and your peers while enjoying some snacks and beverages.

about: John Morris is the Faculty Advisor of 95.7 The Spin and an Instructor of Radio & TV at the University of Southern Indiana. John has been at USI since 1992. Prior to his shift to the college life, he worked in radio sports, news and sales at radio stations in Indiana, Idaho and Missouri. John has degrees from the University of Wyoming and Indiana State University.

[W] Awards [D] DEI [G] Legal [O] Production [I] Programming [S] Social Event [3] Social Media [T] Tech [U] University

OCTOBER 21 • SATURDAY

8:00am – 11:00am	S	**Registration/Check-in desk open**	
8:30am – 8:45am	S	**Coffee and Treats** Grab some coffee or tea and a breakfast pastry to prep yourself for Saturday's morning sessions.	Salon foyer (Regency)
9:00am – 9:50am	I	**From College Radio Day to Vinylthon and Back Again** *Speakers: Tim Craig* Just off the College Radio Day train and headed toward the Vinylthon Express, this session will provide information and advice on how to best run each event on your radio station and maximize the excitement of these events for your listeners, your station and the community. Participants will also have the chance to hear the successes (and challenges) and possibly pick up an idea or two in a place where all voices are welcome, where in vinyl we trust and in vinyl we must!	Salon 8 (9700 International Drive, Orlando, Florida 32819)
9:00am – 9:50am	3	**Social Media Roundtable** *Speakers: Clara Ketchell* Share your station's best practices and success stories for social media and find out more about what great ideas other stations have.	Salon 3 (9700 International Drive, Orlando, Florida 32819)
9:00am – 10:50am	T	**Adobe Audition Tips and Tricks** *Speakers: John Morris* You have the basics mastered on Adobe Audition, but now it's time to take your work to the next level. Learn how to boost your voice in a compressor, remove unwanted noises, clean up a file and finish with an award-worthy production.	Salon 4 (9700 International Drive, Orlando, Florida 32819)
10:00am – 10:50am	I	**Stand Out! Why Creating Distinctive Content is Critical to the Future of Radio** *Speakers: Greg Weston, John Owens, Sean McDonald* Audiences today have 24-7 access to an infinite amount of customizable audio and video content through their phones. Developing distinctive programming is not only important to the growth of your college station, but it's also critical for the survival of commercial radio. Come learn what it means to engage your audience in 360°, tell us about innovative content you're currently producing and brainstorm ideas that can help your station stand out!	Salon 12 (9700 International Drive, Orlando, Florida 32819)
10:00am – 10:50am	U	**Encouraging Collaboration Among Student Media Organizations on Campus** *Speakers: Jasen Sokol, Amelia Lee, Kyle Hartzell, Laken Kincaid* Do the student media outlets on your campus work well together? If not, it could be costing students valuable opportunities to create content and learn skills they'll need after college. This panel will discuss opportunities for collaboration between radio stations, newspapers, and TV stations, strategies for integrating work from different student media organizations, and how to overcome the challenges involved in getting your outlets to work together.	Salon 8 (9700 International Drive, Orlando, Florida 32819)
10:00am – 10:50am	U	**Small Station Roundtable** *Speakers: Ryan Henry, Bobby Steiner* Small schools have their own unique challenges. Share your success stories and talk with other small stations about how to overcome common challenges.	Salon 3 (9700 International Drive, Orlando, Florida 32819)

11:00am – 11:50am D **Queer in College Media Roundtable** Salon 3 (9700 International Drive, Orlando, Florida 32819)

Speakers: Abbey Todd

Plenty of students are involved in college media for a sense of community, but what about our own identities we bring with us? Discuss with other students and staff how to balance and strengthen your authentic self, build and support queer initiatives and strengthen your student media community.

11:00am – 11:50am G **Fast and Furious: The Challenges Facing the First Amendment in America Today**

Speakers: Bobby Block Salon 4 (9700 International Drive, Orlando, Florida 32819)

Learn from Bobby Block, the Executive Director of the First Amendment Foundation, about why the First Amendment is relevant for student and professional media alike. Discuss current challenges and likely future obstacles with a First Amendment expert.

11:00am – 11:50am O **Coaching On-Air Talent** Salon 8 (9700 International Drive, Orlando, Florida 32819)

Speakers: Jud Heussler

Whether your DJs plan on professional careers in media, or are just having fun, everyone can benefit from talented coaching to do their best on the air. Whether you're a senior DJ, program director, adviser or instructor, learn how to get the best out of your student DJs, help them prepare for on-air careers and keep your station sounding great.

1:00pm – 3:00pm W **National Student Production Awards** Salon 5/6/7 (9700 International Drive, Orlando, Florida 32819)

Speakers: Jud Heussler, CBI Board

CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. The best in student media is being recognized for their work. Come to see and hear the best in student-produced media and/or to accept your award. Thank you to our summer judges and congratulations to the finalists, and thank you to our emcee, Jud Heussler!